

ITEM 9-C

CITY OF ALAMEDA

Memorandum

To: Honorable President and
Members of the Planning Board

From: Laura Ajello
Planner II

Date: December 12, 2011

Re: Recommendation to the City Council to Accept the Annual Report for the Public
Art Fund

BACKGROUND

On March 12, 2003, the City Council adopted Ordinance 2892, which created the Alameda Public Art Program. The intent of the program is to promote a diverse and stimulating cultural environment to enrich the lives of the City's residents and visitors and contribute to the vitality of the City's economic development. The ordinance provides that private and municipal building projects with an assessed value of \$250,000 and over contribute one percent of the building development costs, up to a maximum of \$150,000, toward on-site public artwork, cultural programs, or cultural activities.

The Alameda Municipal Code requires the establishment of a separate fund for fees, such as public art fees, paid in connection with the approval of a development project. The Code also requires the preparation of an annual report that provides information regarding the amount of fees collected and expended in the fund balance at both the beginning and end of the fiscal year. This report is intended to satisfy the annual review requirement for the fiscal year ending June 30, 2011.

On December 7, 2010, the City Council authorized an update to the Public Art policy be implemented through a Request for Proposal (RFP) process (see Exhibit 2). An RFP was released in January 2011 for a qualified art consultant to review, assess and update the City art policy. Four applications were received; all four were capable applicants and were invited to interview. Three interviews took place in April 2011. A consultant, Gail Goldman Associates LLC, was unanimously selected and is currently working on an update to be presented in early 2012.

This fiscal year there have not been any meetings of the Public Art Commission due to lack of agenda items and also due to the lack of a quorum. On May 3, 2011, the City Council temporarily assigned the Planning Board to serve as the City's Public Art Commission until further notice.

DISCUSSION

The Public Art Fund is primarily composed of contributions collected from developers who choose to not install on-site public art or whose onsite art costs fall below the required allocation amount. These funds may be used for eligible public art and associated costs as specified by the City art ordinance (AMC 30- 65.5); this includes cultural arts programs as well as traditional art pieces.

As of July 1, 2010, the Public Art Fund had a balance of \$73,476. In FY10-11, there was one development project subject to the payment of public art fees totaling \$7,500. Interest (including year-end market value adjustments) in the amount of \$2,219 was credited to the fund. No expenditures were charged to this fund during FY10-11, bringing the ending fund balance as of June 30, 2010 to \$83,195.

However, it is important to note that accruals for FY11-12 will consist of costs associated with the public art update currently underway. Expenses will include fees of \$35,030 to be paid to Gail Goldman Associates. In addition, administrative costs incurred by Community Development Department staff in overseeing the update to the public art policy will also be included.

Gail Goldman conducted a number of personal interviews and one public scoping session on September 21, 2011 to engage public opinion on public art. City staff and Ms. Goldman attended a meeting held by the art community on November 9, 2011. Ms. Goldman is formulating recommendations that will be discussed and reviewed further at an upcoming Planning Board meeting. Upon evaluation and endorsement by the Planning Board, these recommendations will be brought to the City Council for review and discussion.

FINANCIAL IMPACT

By ordinance, funds from public art fees are held in a special fund (Fund 285) that can only be used for eligible public art purposes specified in the ordinance. There is no impact on the General Fund.

Expenditures from the fund cover staffing of the Public Art Program, and miscellaneous expenses such as materials and postage for mailings. Exhibit 1 provides the beginning and ending fund balances and reflects fund activity for FY10-11.

MUNICIPAL CODE/POLICY DOCUMENT CROSS REFERENCE

This Annual Review is consistent with the requirements of Section 30-65 of the Alameda Municipal Code.

RECOMMENDATION

Recommend the City Council accept the annual report for the Public Art Fund as required by the Public Art Ordinance.

Respectfully submitted,

Laura Ajello
Planner II

Attachments:

1. Fund Activity for FY10-11
2. Memo to City Council dated 12-7-10